

The branding process for healthcare centers: Operational strategies from consumer's identification to market development

**Omid Khosravizadeh^a, Soudabeh Vatankhah^b, Najmeh Baghian^c, Saeed Shahsavari^{d, e},
Mozhgan Sadat Ghaemmohamadi^f, Bahman Ahadinezhad^a**

^a Social Determinants of Health Research Center, Research Institute for Prevention of Non-Communicable Diseases, Qazvin University of Medical Sciences, Qazvin, Iran

^b Department of Health Services Management, School of Health Management and Information Sciences, Iran University of Medical Sciences, Tehran, Iran

^c Clinical Research Development Center, Shahid Rahnemoon Hospital, Shahid Sadoughi University of Medical Sciences, Yazd, Iran

^d Department of Epidemiology and biostatistics, School of Public Health, Tehran University of Medical Sciences, Tehran, Iran

^e Health Products Safety Research Center, Qazvin University of Medical Sciences, Qazvin, Iran

^f Student Research Committee, School of Health Management and Information Sciences, Iran University of Medical Sciences, Tehran, Iran

Abstract

Medical centers need branding approach to improve their position in patients' minds. This study was carried out using mixed method. The participants included main experts, hospital managers and headquarters of the Ministry of Health. The data collection tool was a semi-structured interview and a researcher-made questionnaire. Branding process was conceptualized in 5 steps, including Market Identification, Brand Identity, Brand Positioning, Development and Consolidation Strategy. All path coefficients were defined in the range. The results of the indices showed that the fit was good and the final model was valid. The activities of Medical centers should be based on the identification of the target market. Unique services with new knowledge and equipment and experienced clinical staff to meet patients' needs with appropriate price and quality have to be provided.

Keywords

Branding process; consumer's identification; hospital; market development; medical centers; operational strategies; patient; structural equation modeling